

# Comparisons of Job Characteristics

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**

**Associated Occupation: Public Relations Specialists (27-3031)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 93

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**

**Associated Occupation: Public Relations Specialists (27-3031)**

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
English Language	11.2	19.5	19.9	0	Current knowledge level may be sufficient
Communications and Media	5.3	18.4	18.4	0	Current knowledge level may be sufficient
Sales and Marketing	5.2	15.2	18.9	>>	Current knowledge level is likely more than sufficient
Customer and Personal Service	11.3	14.0	20.4	>>	Current knowledge level is likely more than sufficient
Fine Arts	2.2	4.8	2.7	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 94

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**

**Associated Occupation: Public Relations Specialists (27-3031)**

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Speaking	10.8	14.3	16.2	>	Skill level is likely sufficient
Critical Thinking	10.8	13.6	13.0	0	Current skill level may be sufficient
Writing	9.2	12.8	15.0	>	Skill level is likely sufficient
Social Perceptiveness	9.1	12.0	14.3	>	Skill level is likely sufficient
Coordination	9.1	11.8	13.6	>	Skill level is likely sufficient
Time Management	8.9	11.8	11.8	0	Current skill level may be sufficient
Persuasion	7.4	9.7	13.6	>>	Skill level is likely more than sufficient
Negotiation	6.8	9.1	11.5	>	Skill level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 98			
Focus Occupation: Public Relations and Fundraising Managers (11-2031) Associated Occupation: Public Relations Specialists (27-3031)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Comprehension	12.5	15.6	15.5	0	Current ability level may be sufficient
Oral Expression	12.4	15.2	17.3	>	Current ability level is likely sufficient
Written Expression	9.8	14.0	16.0	>	Current ability level is likely sufficient
Speech Clarity	10.2	13.8	16.0	>	Current ability level is likely sufficient
Written Comprehension	11.0	13.6	14.3	0	Current ability level may be sufficient
Speech Recognition	9.9	12.5	14.2	>	Current ability level is likely sufficient
Deductive Reasoning	10.6	12.0	13.3	>	Current ability level is likely sufficient
Fluency of Ideas	7.6	10.3	12.5	>	Current ability level is likely sufficient
Originality	7.6	10.1	11.4	>	Current ability level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 85
Focus Occupation: Public Relations and Fundraising Managers (11-2031) Associated Occupation: Public Relations Specialists (27-3031)		
Work Activities	Exclusivity of Activity	
Communicate visually or verbally	56	
Confer with other departmental heads to coordinate activities	61	
Direct and coordinate activities of workers or staff	3	
Establish and maintain relationships with community organizations	81	
Maintain awareness of social trends	71	
Maintain relationships with agency personnel or community organizations	89	
Make presentations	13	
Monitor consumer or marketing trends	74	
Use public speaking techniques	13	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 94

**Focus Occupation: Public Relations and Fundraising Managers (11-2031)**  
**Associated Occupation: Public Relations Specialists (27-3031)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Content management software	6
Data management and query software	1
Development software	4
Duplicating machines	6
Information exchange software	1
Network applications software	1
Personal communication devices	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.